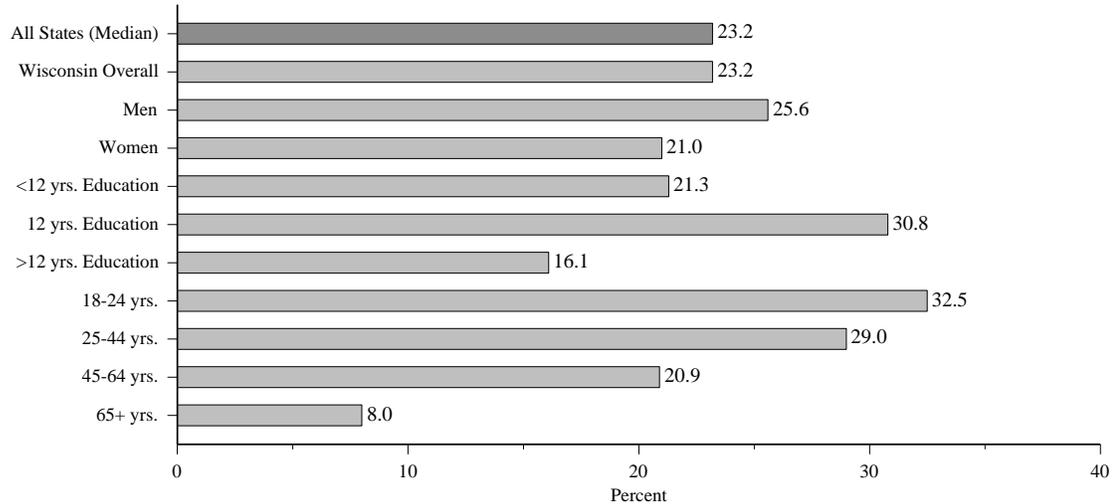


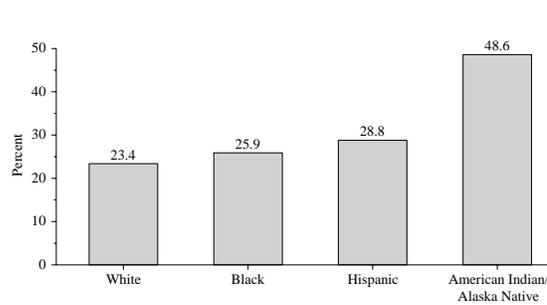
Number of Wisconsin youth projected to die prematurely from their smoking: 117,090

Adult Tobacco Use in Wisconsin

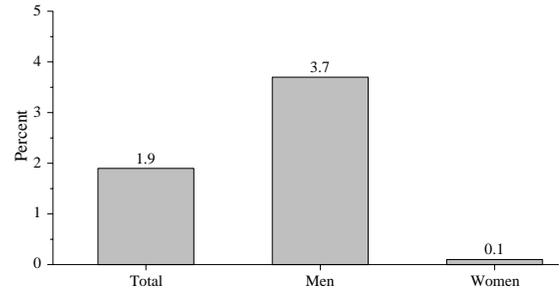
Current Cigarette Smoking Among Adults Aged 18 and Older, 1997



Current Cigarette Smoking Among Adults by Race/Ethnicity, 1996-1997



Current Smokeless Tobacco Use Among Adults Aged 18+, 1995-1996



Health Impact and Costs

AVERAGE ANNUAL DEATHS RELATED TO SMOKING, 1990-1994		AVERAGE ANNUAL YEARS OF POTENTIAL LIFE LOST,* 1990-1994	MEDICAL COSTS RELATED TO SMOKING, 1993	
Overall	7,853	100,624 years or an average of 12.8 years for each death due to smoking.	Ambulatory	\$235,930,000
Men	5,160		Hospital	\$282,700,000
Women	2,692		Nursing Home†	\$394,110,000
Death Rate	313/100,000		Drug	\$55,000,000
Rank	11	*Calculated to life expectancy	Other	\$124,390,000
(No. 1 is lowest death rate)			Total	\$1,092,140,000

†Preliminary estimates

Youth Tobacco Use

CIGARETTE SMOKING AMONG YOUTH, GRADES 9-12, 1997		SMOKELESS TOBACCO USE AMONG YOUTH, GRADES 9-12, 1997 (PAST MONTH)
Past Month	Frequent	
All States	36.4%	All States 9.3%
WI	36.0%	WI 11.4%
Boys	39.8%	Boys 19.0%
Girls	31.7%	Girls 3.2%

Past Month = tobacco use on one or more days in the past month
 Frequent = tobacco use on 20+ days in the past month

Wisconsin



Number of Wisconsin youth exposed to ETS in the home in 1996: 428,302



Tobacco Control Legislation, 1998

Minors' Access to Tobacco Products

Minimum age for sale: 18

Penalties: Any person who sells to a minor will be fined up to \$500. Suspension of license for violation.

Illegal for minors to:

- Purchase** Yes
- Possess** Yes
- Use** No

Restrictions on Vending Machines

Vending machines must be located where minors cannot access them unless machines are supervised.

Signage

Signs required on premises and affixed to vending machines.

Licensure

Retail license and vending machine license required.

Excise Tax

- Cigarette tax per pack 59¢
- Rank = 11 (No.1 is highest tax)
- Federal and state taxes as a percentage of retail price 39.4%*
- Annual gross tax revenue from cigarettes \$208,741,720*

Smokeless tobacco tax:

20% of manufacturer's list price.

*Based on previous tax rate of 44¢ per pack.

Advertising

No restrictions

State Preempts Local Laws

Preemption of minors' access laws.

Smokefree Indoor Air

Site	Restrictions			Penalties		
	100% Smokefree	Designated smoking areas with separate ventilation	Designated smoking areas required or allowed	None	To businesses	To smokers
						
Government worksites			✓			✓
Private worksites			✓			✓
Restaurants			✓			✓
Day care centers	✓ †					✓
Home-based day care**						

†When children are present.

**Language does not specify home-based day care.

Tobacco Economy

Cigarette Sales, 1997

Number of packages sold and taxed, per capita 91.9

Tobacco Agriculture, 1997

- Acres harvested 1,800
- Production in pounds 3,060,000
- Cash receipts from tobacco \$7,450,000
- Tobacco as a percentage of cash receipts from crops and all farm commodities 0.129%

Tobacco Manufacturing, 1996

None

Tobacco Use Prevention and Control Program

Funding: NCI ASSIST & RWJF/AMA SmokeLess States Program

Regional Network: Great Lakes Tobacco Control Coalition

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